



MY HEALTHY HOME
A TREND CONCEPT
BY DÜLLBERG
KONZENTRA



MY HEALTHY HOME

A TREND CONCEPT THAT TRANSFORMS THE HOME INTO A HAVEN FOR ALL THE SENSES

We are increasingly cherishing our homes as the centre of our lives, as places that are astonishingly versatile. What kickstarted this trend was the corona pandemic and the enhanced focus on health it prompted. For many people, this was the first time they had experienced at first hand the benefits of both working and spending leisure time in one's own four walls – and they discovered that this new sense of home enriched their lives. Düllberg Konzentra picks up on this trend with four floor cleaning fragrance concepts that transform homes into places of wellbeing for all the senses.

The fear of corona has faded, but our perception of our own four walls as a refuge and the healthy centre of our lives remains. Our renewed appreciation of our homes is reflected in the choices small and large we make for our living spaces. We choose to surround ourselves with objects that make us feel good. As well as design and function, a healthier lifestyle and sustainability have emerged as key factors. On top of this, as inflation and price increases drive up the cost of eating out, people are seriously considering whether to go to a restaurant, or whether dinner with friends at home isn't just as nice, if not nicer. "Once we've designed our homes to be multi-functional comfort zones the next step is to share this experience with people close to us. We are observing that alongside the emergence of a renewed appreciation of our homes, there is also an upswing in interest in entertaining at home", says Lisa-Marie Achilles.

All-purpose and floor cleaners are the new self-care products

Against this background, it makes perfect sense that the interest in body care, health and fitness products, all of which have long been key elements in self-care routines, should now expand to encompass household products, says Christian Lüke, in charge of marketing at Düllberg Konzentra. "Modern household and floor cleaners are, essentially, an additional facet of self-care. They play an important role in preserving the longevity of our living spaces; they contribute to the sustainability concept, and they allow us to be relaxed hosts. In other words, they contribute to healthy wellbeing on many different levels."

MY
HEALTHY HOME:
TURNING A
HOME INTO A
HAVEN



My Healthy Home: Four fragrance concepts plug into the trend

Inspired by this increased interest in creating cosy, inviting homes and the resulting importance of contemporary household and floor cleaners, Düllberg Konzentra has created four fragrance concepts that open up a promising target group for the industry. “Our new fragrances are aimed particularly at people who want to enrich their homes and lifestyle by adding a new, sensual dimension with consciously chosen all-purpose and floor cleaners. Most of Düllberg Konzentra’s fragrance concepts are based on natural ingredients with the purest essential oils, meaning that people can do this with a good conscience”, says Christian Lüke.

Intensive Care: The home as a place of harmony

With harmonising lavender – which was named “Medicinal Plant of the Year” in 2020 on account of its soothing and antibacterial properties – and rich almond oil, Intensive Care helps to create a peaceful, balanced ambiance. This blend creates a relaxing environment for recharging one’s batteries.

Super Care: The home as a gently maintained haven

With essential chamomile oil, prized as a medicinal plant since ancient times, and shea butter extracted from the fruits of the shea tree (*Vitellaria paradoxa*), Super Care reliably transforms homes into a gently maintained havens of wellbeing.

Exotic Care: The home as an exotic dream destination

With ginger, coconut and monoi – coconut oil scented with tiare flowers, a traditional beauty product from French Polynesia – Exotic Care adds a hint of holiday flair to the home. Dreaming your way to a South Seas beach has never been easier ...

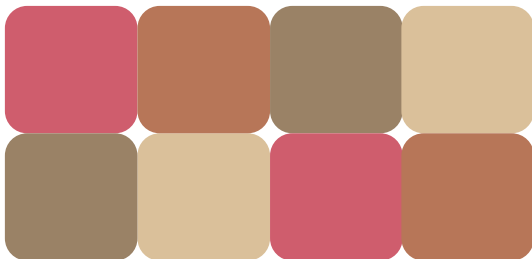
Boost Fresh Mix: The home as a place for regeneration

Thanks to its balanced composition of peppermint, spruce needle and aloe vera, Boost Fresh Mix turns the home into a place that revitalises body, mind and soul in a soothing, calming way. For a calm, refreshing boost – even on the most challenging days.

A natural colour palette adds a harmonious look underscores the concept

The My Healthy Home fragrance concept is rounded off by a colour palette dominated by muted shades that exude a sense of wellbeing. “When it comes to appealing to the senses, the visual impression plays an important supporting role. With this in mind, we developed a colour world that instantly signals naturalness and harmony”, explains Lisa-Marie Achilles. “These fragrance and colour ideas allow the cleaning product industry to create product innovations that plug into today’s key trend”, adds marketing expert Christian Lüke.

HOME
AMBIANCE
FOR ALL THE
SENSES



A colour world dominated by muted, feel-good nuances that signal naturalness and harmony at first glance.

Düllberg Konzentra provides selected essential oils and perfume oils for the fragrance and beauty industry.
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